

CONNECT TO THE FUTURE

Designing Public Services for the 21st Century

Dominic Campbell
CEO, FutureGov
wearefuturegov.com
October 2019

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FUTUREGOV

Designing public services
for the digital age

Dominic Campbell
CEO, FutureGov



**WE ARE
FUTURE GOV**

Our Group

Bene Agere

Oslo-based strategy and management consultancy

Deeson.

Leading London-based digital agency

D/ISRUPTION

A collaborative membership community, Magazine and Summits

FUTUREGOV

London-Based Public Sector Change Agency

 **GreenShoot**
LABS

Applied AI and conversational interfaces to create automation solutions.

human⁺

The robotic process automation partner for government and not for profits

MANIFESTO

Award-winning London-based digital experience agency

NOTBINARY

Award-winning London-based IT consultancy focused on digital transformation

Questers

Award-winning provider of onshore and nearshore agile software development services

**Designing public services for
the 21st Century, transforming
organisations to make an even
bigger impact in the
communities they serve**

We have been transforming public services for 10 years

Adults' Service



Housing



Homes &
Communities
Agency



Waste & Recycling



Employment & Skills



Children's Service



Transport & Planning



Department
for Transport



Revenue & Benefits



City of
BRADFORD
METROPOLITAN DISTRICT COUNCIL

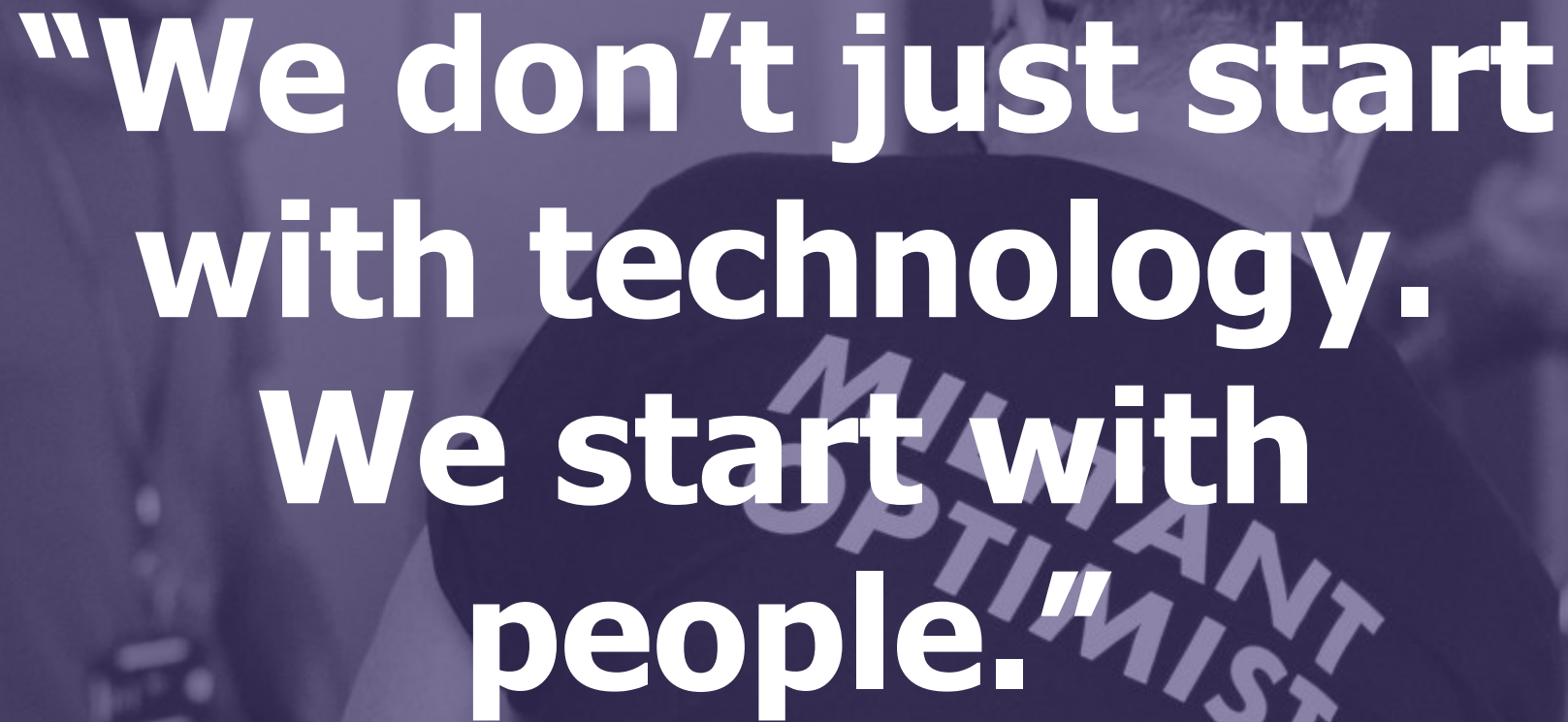
Digital Transformation



Essex County Council



Nottinghamshire
County Council

The background is a blurred photograph of a group of people in what appears to be a meeting or workshop. A person in the center is wearing a dark t-shirt with the words 'MILITANT OPTIMIST' printed on it in a light color. The overall image has a purple tint.

**“We don’t just start
with technology.
We start with
people.”**

A 'people & place' centred transformation for the 21st century

People & Place



A vibrant & prosperous place

Public Services




Realised by innovative and integrated future public services that are user-centred and cut across all priority areas.

Digital Capabilities



Delivered by the best in class technology and enabling digital public sector organisations lead by example.

A photograph of Madeleine Albright, former US Secretary of State, speaking at a podium. She is wearing a blue jacket and has a serious expression. To her left is a large American flag. On the podium in front of her is the official seal of the United States Department of State. The background consists of a dark curtain.

—
We are taking 21st century challenges,
evaluating them with 20th century ideas
and responding with 19th century tools.

Madeleine Albright

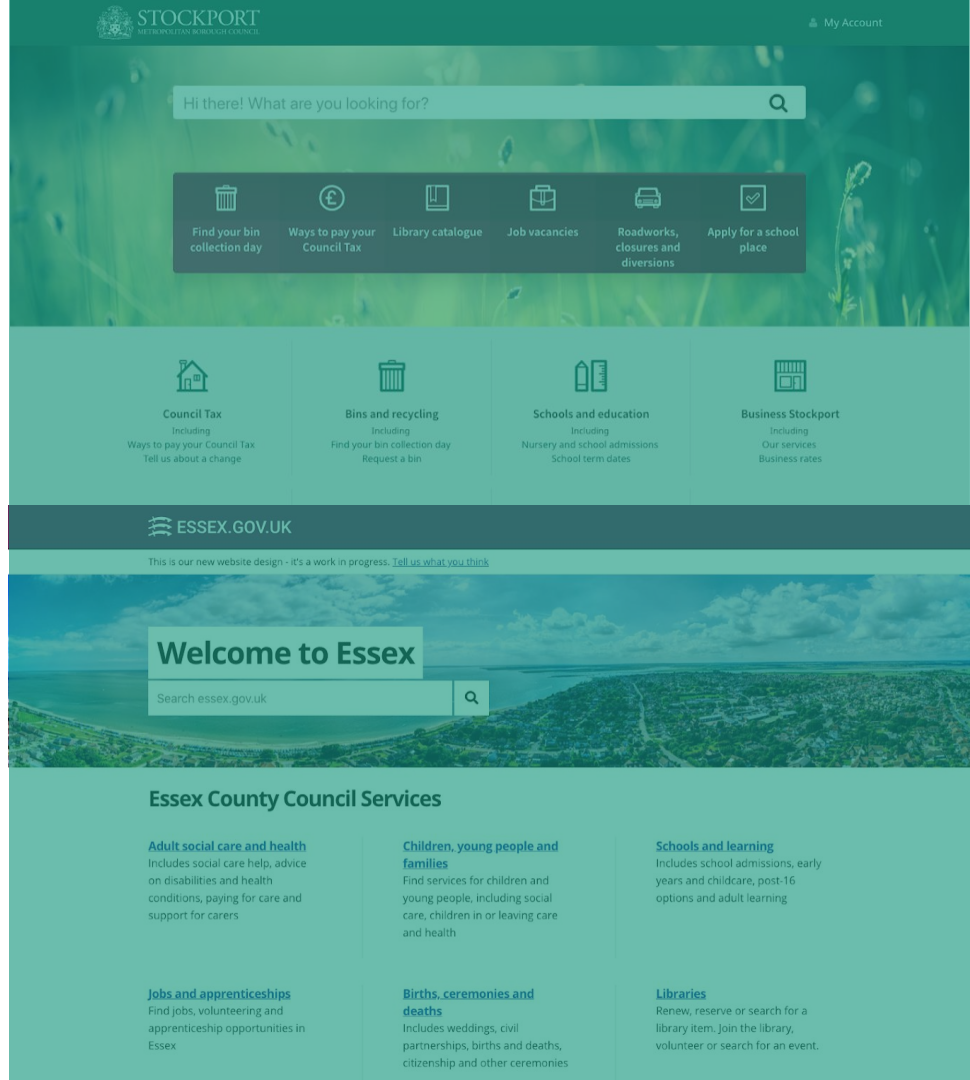
Public and private
organisations share many
of the **same challenges**

But there's a unique opportunity
for **government to innovate**

Lack of profit drivers should open up **opportunities for innovation**

- working in open
- open tech standards
- ID and data ownership

Focus on what's best for people.



Welcome to GOV.UK

The best place to find government services and information
Simpler, clearer, faster



Get ready for Brexit

The UK will leave the EU on 31 October 2019.

Check what you need to do

[Benefits](#)

Includes eligibility, appeals, tax credits and Universal Credit

[Disabled people](#)

Includes carers, your rights under the Equality Act

[Births, deaths, marriages and care](#)

Parenting, civil partnerships, divorce and

[Driving and transport](#)

Includes vehicle tax, MOT



New Zealand Government

Te Kāwanatanga o Aotearoa

Kia ora. Govt.nz is your
guide to finding and using
government services.

[Christchurch shooting incident](#)

Urgent travel, help with costs, registering a missing person, updates about Christchurch city



Government
of Canada

Gouvernement
du Canada

MENU ▾

Canada.ca

The official website of the Government of Canada

Featured: [Franklin exploration 2019: Parks Canada guided tour of HMS Terror](#)

Most requested

[Sign in to an account](#)

[Employment Insurance and leave](#)

[Public pensions \(CPP and](#)

[Weather](#)

[Grants and funding](#)

[Change your address](#)

Service Manual

Helping teams to create and run great public services that meet the [Service Standard](#).



[Contact the Service Manual team](#) with any comments or questions.

[Accessibility and assisted digital](#)

Help and encourage people to use your service: accessibility, assisted digital, user support.

[Measuring success](#)

How to use data to improve your service: measuring, reporting, analytics tools and techniques.

[The team](#)

Managing a service team: recruiting the people you need, training and working with contractors.

[Agile delivery](#)

How to work in an agile way: principles, tools and governance.

[Service assessments and applying the Service Standard](#)

How to apply the new Service Standard, check if you need a service assessment, how to get your service on GOV.UK and how to become a service assessor.

[User research](#)

Understand user needs: plan research, prepare for sessions, share and analyse findings.

[Design](#)

Naming, structuring and scoping your service, prototyping, using design patterns.

[Technology](#)

Choosing technology, development, integration, hosting, testing, security and maintenance.

What we mean by digital age organisations

Most organisations
were never designed
~~for the internet~~

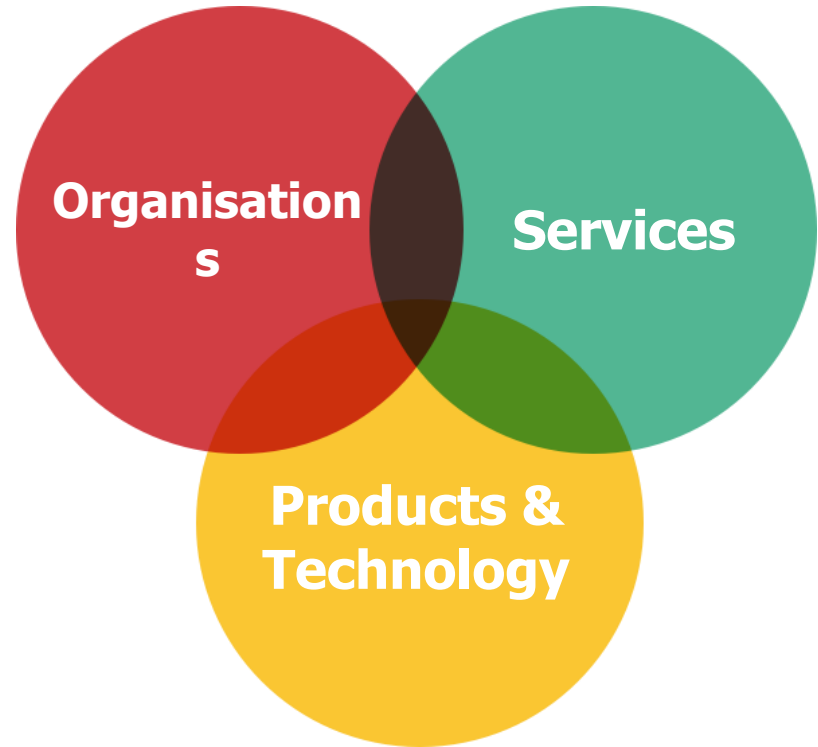
**There is no
'digital service
design'**

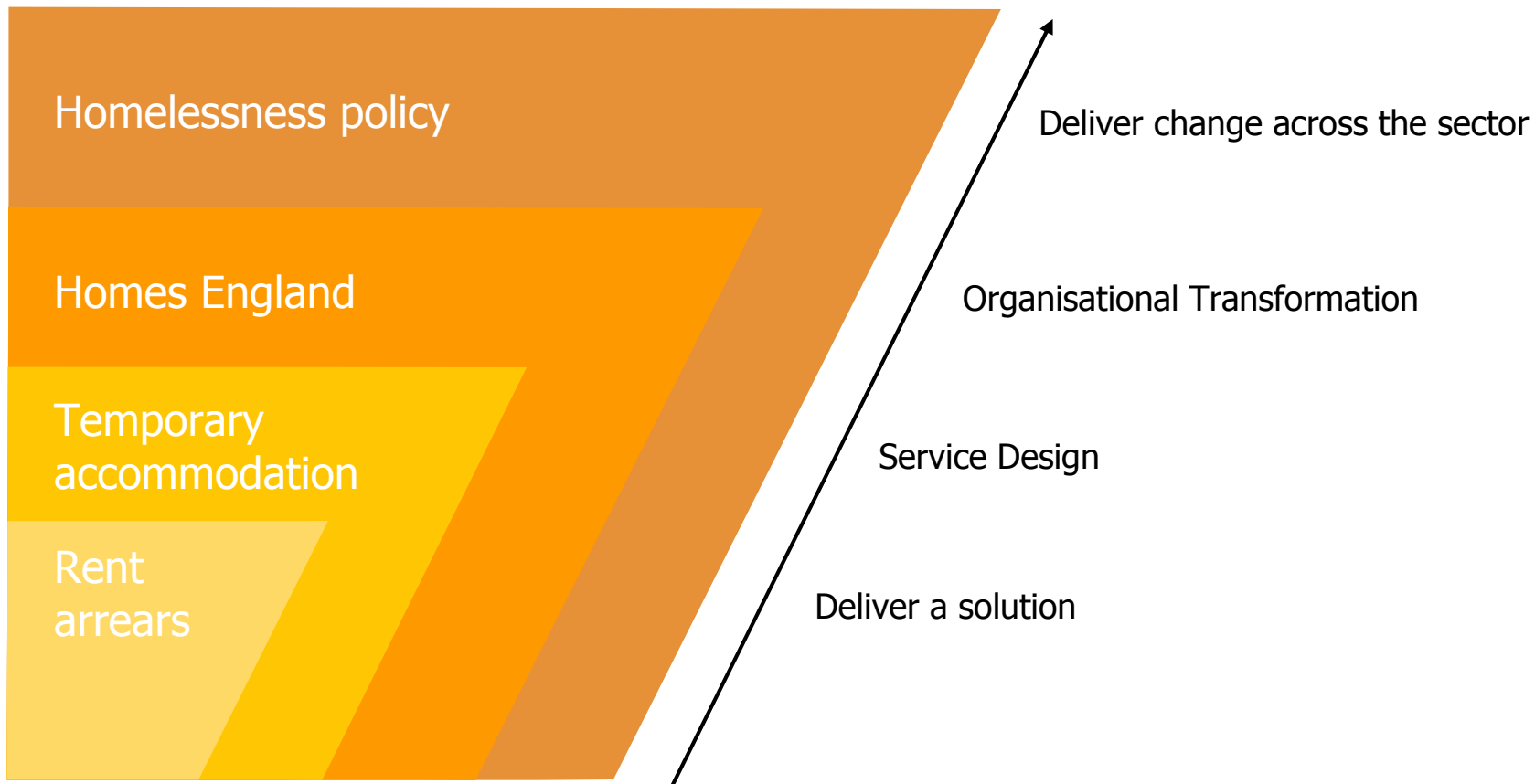
... service design happens all the time at every level... the problem is that when done unconsciously, it's just not very good

Matt Edgar, Head of Design for NHS Digital

We can't bring radical change
to the services we deliver
without bringing radical change
to the organisations that deliver
them.

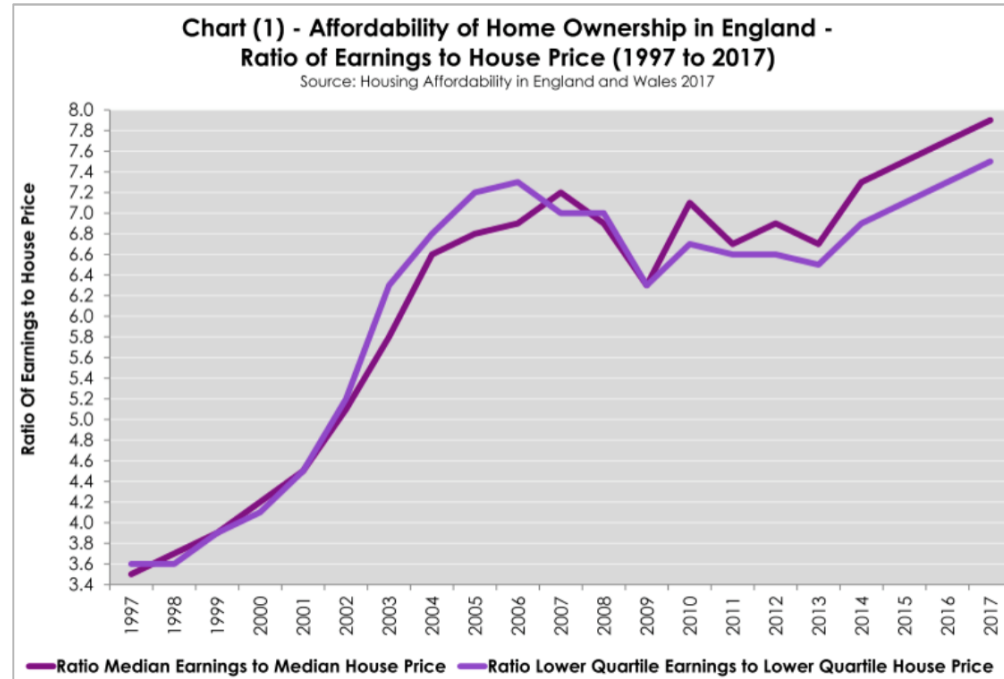
Designing for change

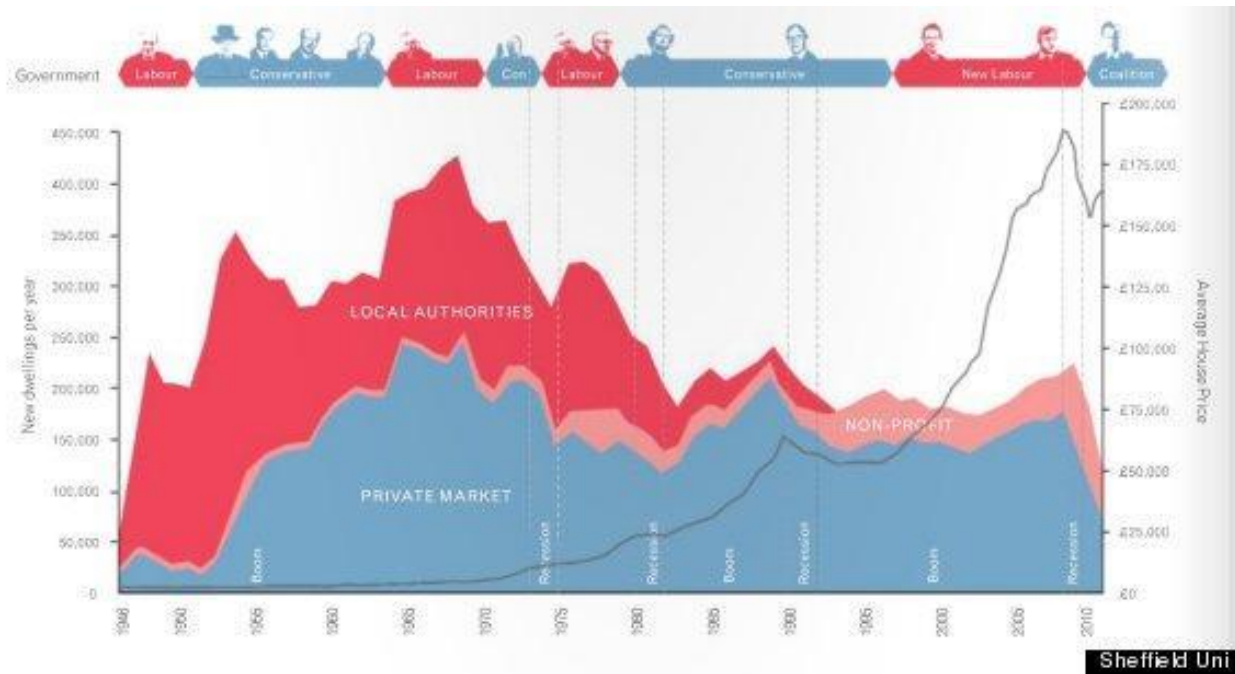




Homes England: taking a 21st Century approach to the housing crisis

We have a housing crisis in England





To deliver a housing sector fit for the 21st Century, Homes England must be seen to lead by example.

Homes England Vision

We're the government's housing accelerator. We have the appetite, influence, expertise and resources to drive positive market change. By releasing more land to developers who want to make a difference, we're making possible the new homes England needs, helping to improve neighbourhoods and grow communities.

Vision

Our vision is to be a **platform** for landholders, developers, local authorities and others to work with each other and ourselves.

We want to become a **marketplace** for would-be house builders, connecting them with land and resources.

As an organisation it is vital that we continue to embrace technological innovation and **adapt to the changing needs** of our partners and the market.

Objectives:



Unlock public and private land where the market will not, to get more homes built where they are needed



Ensure a range of investment products are available to support house building and infrastructure, including more affordable housing and homes for rent, where the market is not acting



Create a more resilient and competitive market by supporting smaller builders and new entrants, and promoting better design and higher quality homes



Improve construction productivity



Offer expert support for priority locations, helping to create and deliver more ambitious plans to get more homes built



Effectively deliver home ownership products, providing an industry standard service to consumers



Introducing our new Chief Digital Officer

I've always fought to put design at the heart of business transformation and Homes England represents an opportunity to take that work to a new scale. Nick and I share a collective ambition to work closely with Homes England's clients, partners and staff to build on the agency's reputation as a catalyst for reform across the industry.

Dominic Campbell, Interim Chief Digital Officer

#WeAreHomesEngland

👤 Simon Wilson and 9 others

CDO as a service — a new approach to digital leadership

Earlier this year, Homes England announced that I would be taking on the role of interim Chief Digital Officer (CDO).



Dominic Campbell

Jul 18

**Applying the culture,
processes, business models
& technologies of the
internet era to respond to
people's raised expectations.**

Tom Loosemore @tomskitomski



The journey towards becoming a digitally mature organisation

1 Paper-based Practice

What it feels like:

"This is frustrating and old-fashioned."

Examples: paper forms, letters, brochures, face-to-face communications and post

2 Paper Online

What it feels like:

"It's better, but still clunky and it disconnected"

Examples: downloadable or emailed PDFs, service information web pages, downloadable word / excel docs that have to be uploaded, emails, face-to-face, telephone, (static) websites

3 Digital for Service Improvement

What it feels like:

"Some steps are fast & easy"

Examples: online application, online payment, upload information & revisit later, emails, telephone, face-to-face

4 Digital for Service Transformation

What it feels like:

"The process is seamless from beginning to end"

Examples: End-to-end online service, automated notifications, automatically monitoring and analysing changes, collecting and sharing data

5 Digital for Organisation Transformation

What it feels like:

"Everything feels intuitive, personalised and considered"

Examples: fully digitally enabled business models, tailored services and notifications, real-life data & insight

Consolidated view across 8 localities

Homes England digital maturity sits between level 2 and level 3 for most categories

	1	2	3	4	5
	Paper based practice.	Paper online	Digital for service improvement	Digital for service transformation	Digital for organisation transformation
Communication & Collaboration	2%	36%	55%	7%	0%
Internal Systems	13%	55%	30%	2%	0%
Devices & mobile working	7%	29%	54%	10%	0%
Data & insight	31%	58%	9%	1%	0%
Skills & Support	10%	41%	40%	7%	2%
Trying things out	25%	48%	21%	6%	0%
Vision	18%	39%	28%	15%	0%
Client experience	11%	58%	31%	1%	0

Who do we want to aspire to be?

Morrisons and Just Eat announce new partnership

Elias Jahshan – March 17, 2017



Auto Trader: From Used Car Magazine to Digital Heavyweight

by ExchangeWire Editorial on 3rd Sep 2015 in [News](#) | 0 Comments



ExchangeWire Research has been delving into how marketers are making the most of data management platforms (DMPs) as part of a research project in association with [Oracle Marketing Cloud](#). This research will first be presented as part of a panel discussion at [ATS London](#) on September 14th, [tickets](#) are selling out fast, [get yours today](#) to avoid disappointment.

The DMP panel will be moderated by ExchangeWire's head of research and analysis, Rebecca Muir; she will be joined by:

– Lara Izlan, director, programmatic trading and innovation, Auto Trader (pictured)

Becoming a housing marketplace: Land + Resources = Homes



neilperkin

Author of Building the Agile Business. Founder of Only Dead Fish. Curator of Google Firestarters.

Feb 6, 2017 · 4 min read

Pipeline to Platform Organisations

One of the most significant shifts in internet era business economics



casserole



Get
funding



Find and
Buy land



Find project
partners



Access housing
sector data



Understand the
community



Plan and manage
Your projects



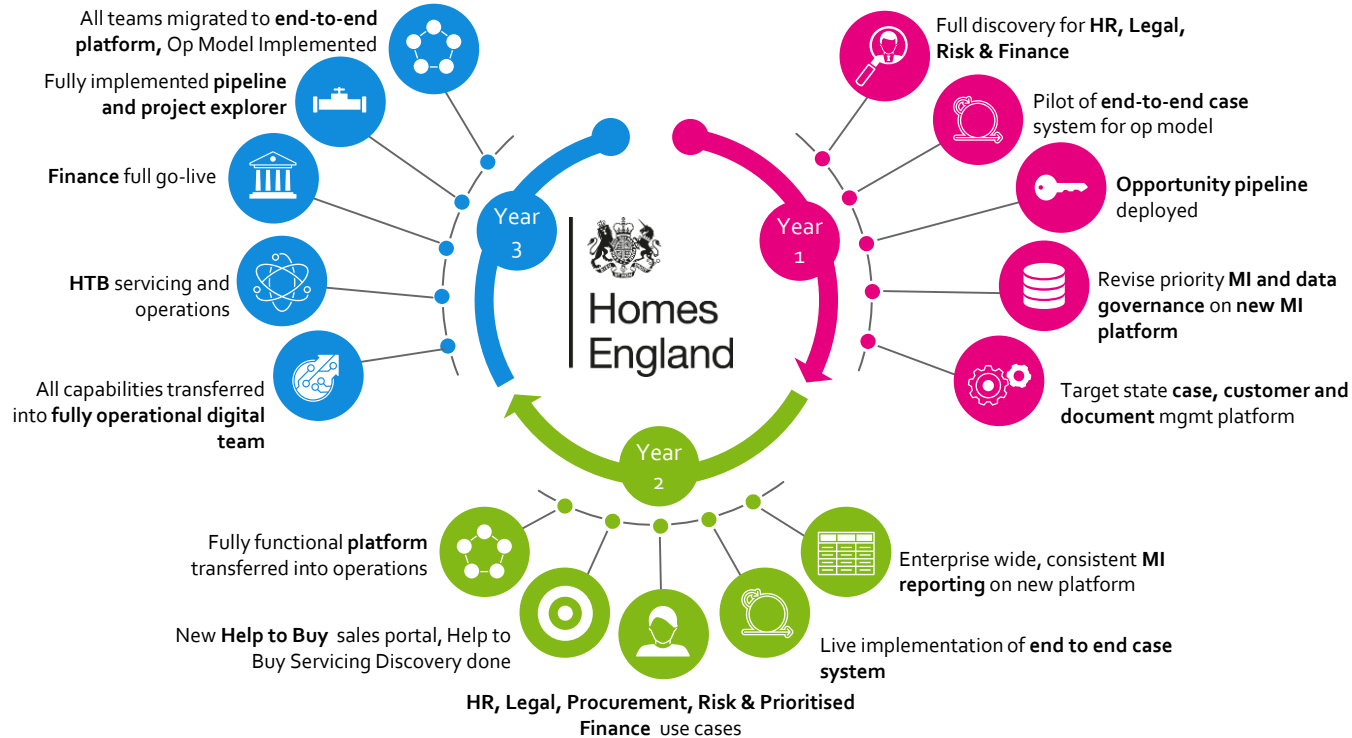
Homes
England

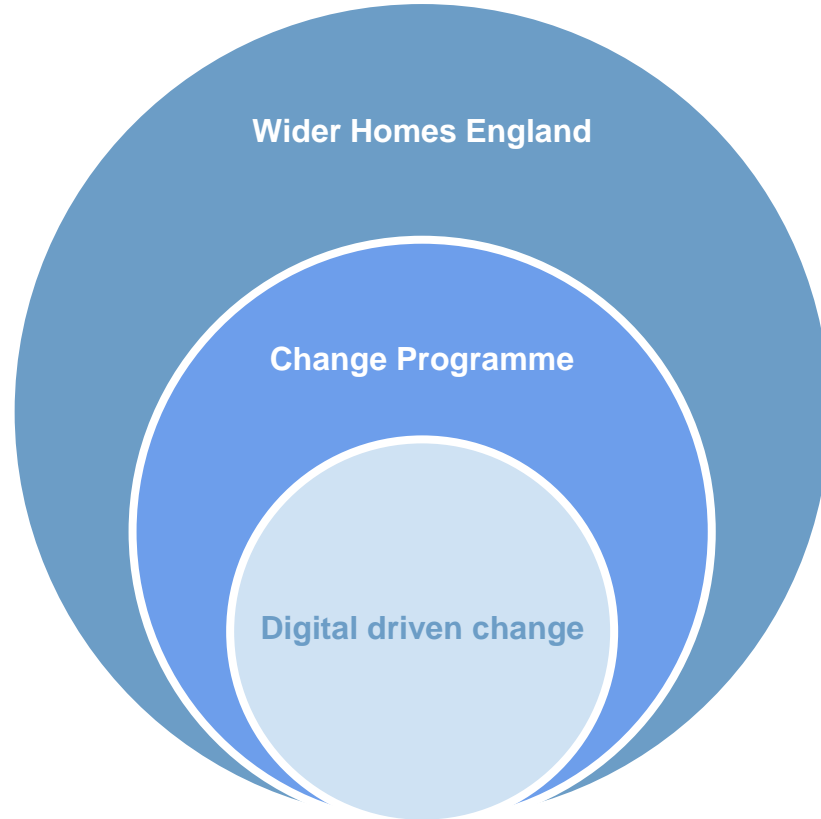
Becoming a
service-
oriented
organisation

WE MUST **'BE DIGITAL'**
NOT JUST **'DO DIGITAL'**

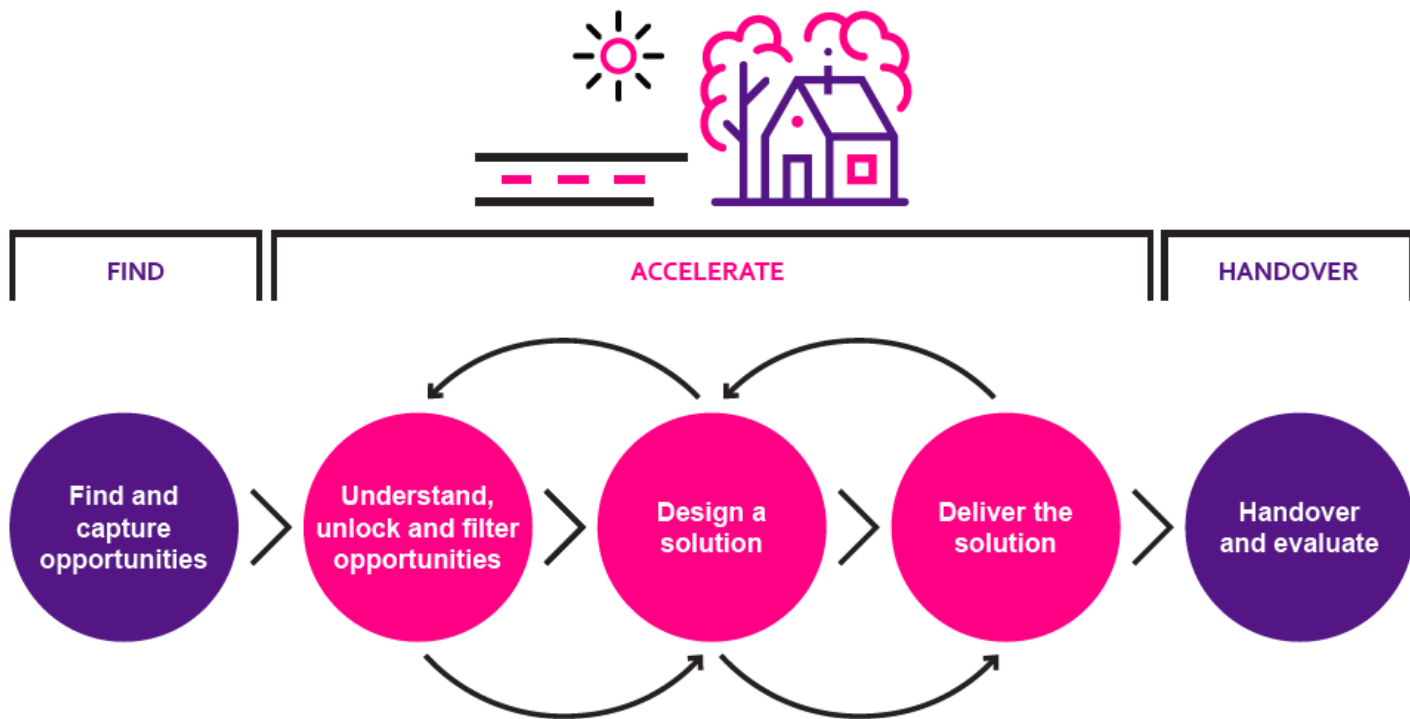


Transforming the organisation





New ways of working with the housing market



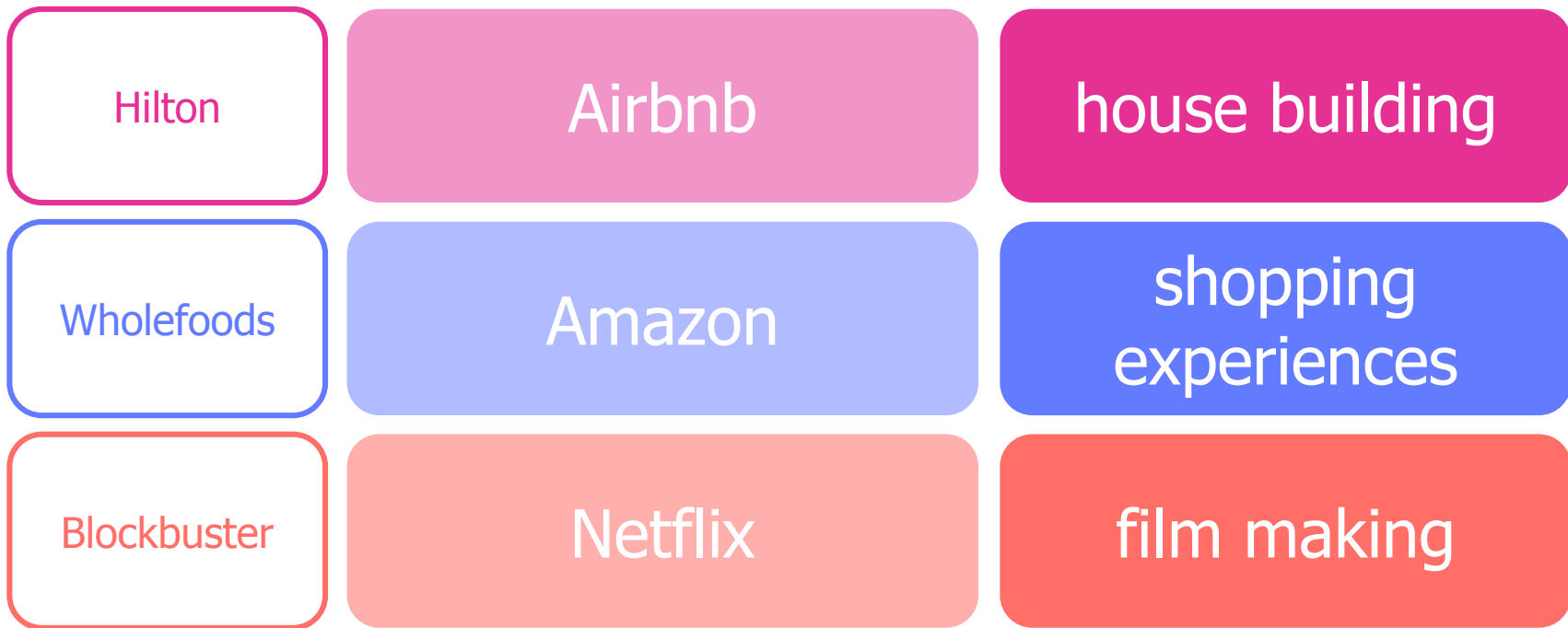
But what about that thing you were
saying about **radically
transformed organisations?**

“Our organizations must be models of the world we want to build.”

Umar Haque

Startups are reinventing full stack services

Moving outwards and backwards into...



SPACEX

The image shows the SpaceX logo in white on a black background. The word "SPACEX" is written in a bold, sans-serif font. The letter "X" is stylized with a grey swoosh that curves upwards and to the right, passing through the top of the letter.

Where is the next SpaceX for
public services? How can we
delivery **truly 21st Century
Government?**

FUTUREGOV

Thank you

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